

## Countdown to 2020 Census

### California State Data Center Meeting

November 5, 2019

Brigitte Roberts, Partnership Coordinator  
Northern California

1

Shape  
your future  
START HERE >

United States<sup>®</sup>  
**Census  
2020**

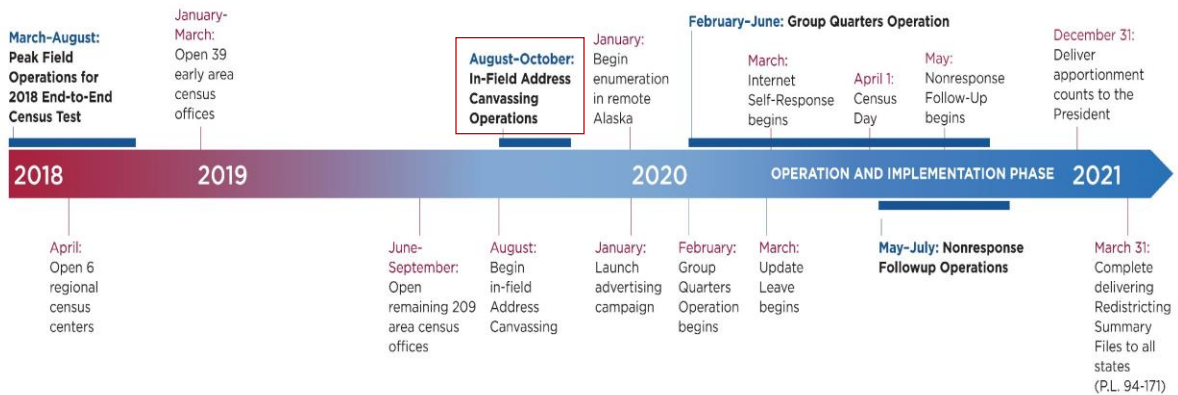
## Timeline

## Current Operations

Shape  
your future  
START HERE >

United States<sup>®</sup>  
**Census  
2020**

## 2020 Census Where are We Now



3 2020CENSUS.GOV

Shape  
your future  
START HERE >United States  
Census  
2020

## 2020 Census Update Where Are We Now

Milestone	Date	
Begin 2020 Census Program	November 18, 2011	✓
Begin Local Update of Census Addresses (LUCA) Program	January 2017	✓
Deliver 2020 Census Topics to Congress	March 28, 2017	✓
Deliver 2020 Census Questions to Congress	By March 31, 2018	✓
Open Regional Census Centers	April 2018	✓
Conduct 2018 End-to-End Census Test	August 28, 2017 – August 31, 2018*	✓
Begin Opening Area Census Offices	January 7, 2019	✓
Begin In-Field Address Canvassing	August 18, 2019 – October 11, 2019	
Launch Advertising Campaign	January 2020	
Begin Remote Alaska	January 21, 2020	
Begin Group Quarters – Advance Contact	February 3, 2020	
Begin Self-Response	March 12, 2020	
Begin Update Leave	March 16, 2020	
Begin Update Enumerate	March 16, 2020	
Begin Group Quarters – Service Based Enumeration	March 30, 2020	
2020 Census Day	April 1, 2020	
Begin Group Quarters Enumeration	April 2, 2020	
Begin Coverage Improvement	April 7, 2020	
Begin Early Nonresponse Followup	April 9, 2020	
Begin Enumeration at Transitory Locations	April 9, 2020	
Begin Nonresponse Followup	May 13, 2020	
Deliver Apportionment Counts to the President	By December 31, 2020	
Complete Delivery of Redistricting Counts to the States	By March 31, 2021	
Complete 2020 Census Program	September 29, 2023	

4

2020CENSUS.GOV

\*Duration represents the timeframe for data collection.

Shape  
your future  
START HERE >United States  
Census  
2020

# 2019 Census Test

5 2020CENSUS.GOV

Shape  
your future  
START HERE >

United States  
Census  
2020

## 2019 Census Test

### Overview

#### Purpose

- Results will help plan for the Nonresponse Followup operation, the operation designed to collect a response in person from housing units that do not self-respond.
- The test will inform the Integrated Partnership and Communications Campaign.

#### Design

- July 1, 2019 Census Day
- Designed to measure the operational effect of reinstating a citizenship question on self-response rates
  - Treatment 1 includes all planned 2020 Census questions – the number of people, tenure, sex, age, date of birth, Hispanic origin, race, citizenship, relationship, and coverage questions
  - Treatment 2 includes all planned 2020 Census questions except the question on citizenship
- This test will mirror the design of the 2020 Census, to the extent possible.
- Responses will be accepted via internet, paper questionnaire, or telephone.
- Telephone Questionnaire Assistance will be available in 10 of the 12 non-English languages that will be supported during the 2020 Census. Those languages include: Spanish, Chinese (Mandarin and Cantonese), Vietnamese, Korean, Russian, Arabic, Tagalog, French, Haitian Creole, and Portuguese.

6 2020CENSUS.GOV

Shape  
your future  
START HERE >

United States  
Census  
2020

## 2019 Census Test

### Sample Design

- A nationwide self-response test of approximately 480,000 housing units.
  - Excludes Remote Alaska, Puerto Rico, and the population living in Group Quarters.
  - The Nonresponse Followup and the Integrated Partnership and Communications operations will not be conducted for this test.
- Designed to measure a 0.5 percentage point difference in self-response rates at the national level.
- Designed to oversample housing units in areas with high proportions of non-citizens and historically low self-response.
- The sample will support limited analysis for race and Hispanic origin subpopulations.



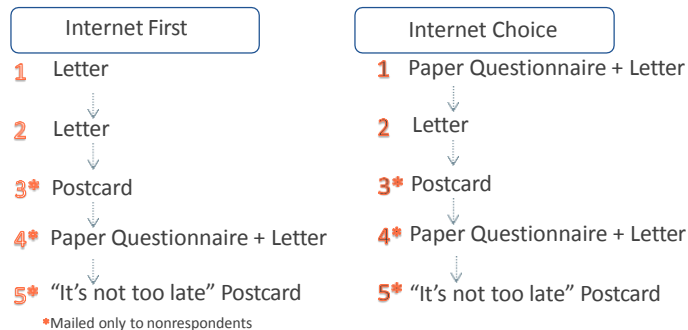
U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

74



## 2019 Census Test

### Contact Strategy: National Sample



June							July						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1	1	2	3	4	5	6	
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31			
30													

Mailing 1 Letter (Internet First) or Letter + Questionnaire (Internet Choice)	Mailing 2 Letter	Mailing 3* Postcard	Mailing 4* Letter + Questionnaire	Mailing 5* "It's not too late" Postcard
June 13, 2019	June 17, 2019	June 27, 2019	July 10, 2019	July 22, 2019



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

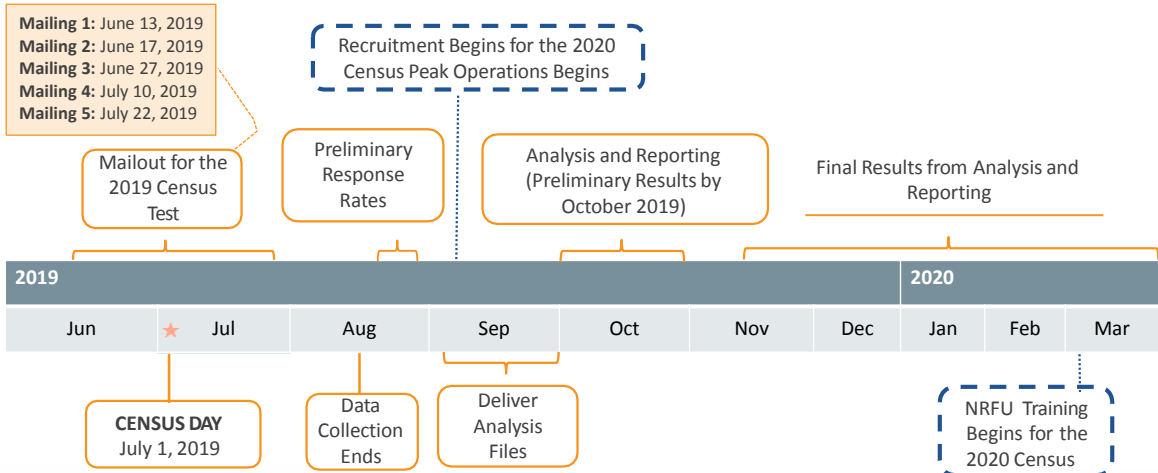
75



## 2019 Census Test

### High-Level Timeline for Data Collection and Analysis

— 2019 Census Test Activities  
 ..... 2020 Census Activities



## 2019 Census Test

### Key Activities

Activity	Date	
Kick-off of the 2019 Census Test	November 1, 2018	✓
Finalize sample design	November 19, 2018	✓
Finalize design of the 2019 Census Test questionnaires and mail materials	December 12, 2018	✓
Award print contract	January 2, 2019	✓
Publish 30-day Federal Register Notice	February 28, 2019	
<b>2020 Census Overview</b>		
Data Collection Period	June 13 – August 15, 2019	
Census Day	July 1, 2019	
Preliminary response rates for the test	August 15 – 30, 2019	
Preliminary results for the test	October 2019	
Inform 2020 Census operations using test results	Fall 2019	

# Preliminary Results- 2019 Census Test

- The major finding of the test was that there was no difference in self-response rates between forms with and forms without a citizenship question.[1]
- The preliminary analysis suggests that in some areas and for some subgroups, there were lower self-response rates for the test form with the citizenship question than the test form without the citizenship question. These differences were small.
- Although the 2020 Census will not include a citizenship question, these test results indicate that the inclusion of a citizenship question would not have affected hiring for the Nonresponse Followup operation, which is designed to collect responses from households that do not self-respond.

11 2020CENSUS.GOV

Shape  
your future  
START HERE >United States  
Census  
2020

Preliminary Results- 2019 Census Test

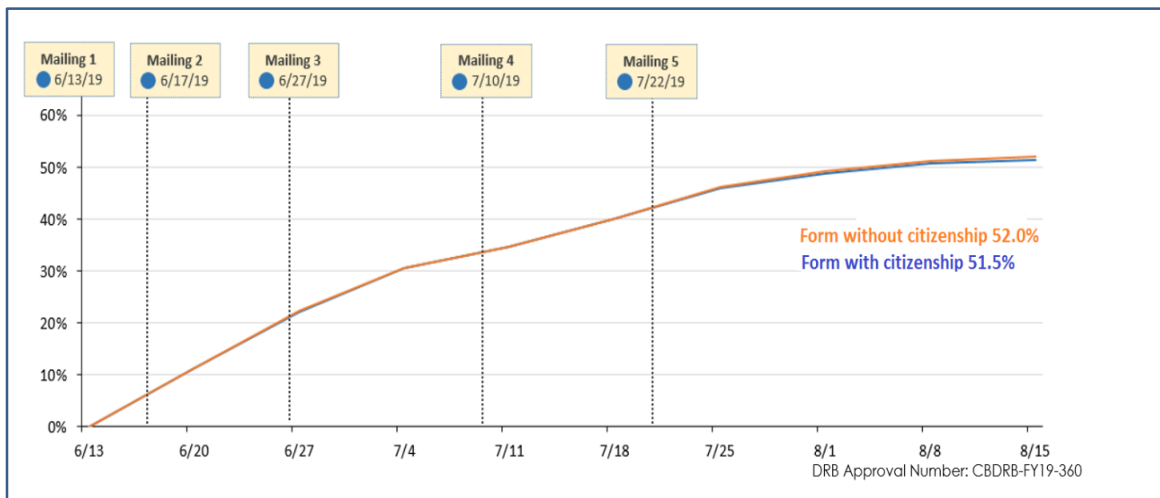


Figure 1. Self-Response Rates by Treatment over Time

1  
2Shape  
your future  
START HERE >United States  
Census  
2020

## 2020 Census Update

### Address Canvassing Overview



13

- The Address Canvassing operation delivered a complete and accurate address list and spatial database for enumeration.
- Address Canvassing was reengineered to include both In-Office and In-Field Address Canvassing, increasing efficiency of the operation.
- In-Office review, used aerial imagery and validated sources, substituted field work in residentially stable areas.
- In-Field Address Canvassing was conducted in those areas In-Office could not resolve.
- Listers will attempt contact at every structure to determine the type and address characteristics for each living quarter.

Shape  
your future  
START HERE >

United States  
Census  
2020

## 2020 Census Update

### Field Infrastructure

**All Wave 1 ACOs fully operational in support of Address Canvassing.**

#### Wave 2 ACOs

- All Wave 2 ACOs have a Notice to Proceed, completed Design Intent Drawings, and completed Construction Drawings.
- 150 Wave 2 ACOs are currently Ready for Business.



Source: Field Division Reports—Lease Management and ACO Forecast

14

Shape  
your future  
START HERE >

United States  
Census  
2020

# Recruitment

Shape  
your future  
START HERE >

United States  
Census  
2020

## Field Recruitment

- Delivered Phase 2 creative materials July 12th
- Launched Field Recruiting website July 15th

The collage displays various recruitment materials for the 2020 U.S. Census, including posters and flyers in multiple languages:

- Arabic:** "قَدْ أُنْشِئَ الآنَ 2020CENSUS.GOV" (Now it's created 2020CENSUS.GOV). It lists benefits like flexible hours, extra income, and paid training.
- Russian:** "Станьте переписчиком" (Become a census taker). It lists benefits like flexible hours, extra income, and paid training.
- Vietnamese:** "Tuyển Chuyên Viên Thống Kê Dân Số" (Recruiting Census Takers). It lists benefits like flexible hours, extra income, and paid training.
- English:** "Be A Census Taker" and "Sea Censista". Both posters list benefits like flexible hours, extra income, and paid training.

At the bottom right, there is a small logo for "Shape your future APPLY NOW > 2020CENSUS.GOV" and a "Census 2020" logo.

## 2020 Census Update


### Recruiting and Hiring

#### 2020 Census Applicant Status

- Over 845,000 applicants have created a profile in our online hiring tool.
- Over 675,000 of those have completed an application and assessment – surpassing our goal for this time by over 25,000.

#### Peak Operations Staffing – Recruiting Assistants, Office Operation Supervisor, and Clerks

- Over 10,000 Recruiting Assistants, 1,900 Office Operations Supervisors, and 8,100 Clerks have been selected.
- Of those over 1,700 Recruiting Assistants, 320 Office Operations Supervisors, and 1,300 Clerks have been hired.
- Selection for Nonresponse Followup enumerators will begin in March 2020.



**WE CAN  
BE CENSUS TAKERS**

**APPLY ONLINE!**  
[2020census.gov/jobs](https://2020census.gov/jobs)

**2020 Census jobs provide:**

- ✓ Great pay
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call  
1-855-JOB-2020

Federal Policy Service  
1-800-877-7753  
[www.gsa.gov/2020](https://www.gsa.gov/2020)

The U.S. Census Bureau is an Equal Opportunity Employer.

**United States  
Census  
2020**

18

Shape  
your future  
START HERE >

United States  
Census  
2020

# Accelerating Recruiting Efforts

#### When to apply

Apply now – Recruiting through March 2020

#### How to apply

Apply online – [www.2020census.gov/jobs](https://www.2020census.gov/jobs)

#### Other positions available

[www.census.gov/fieldjobs](https://www.census.gov/fieldjobs)



19 2020CENSUS.GOV

Shape  
your future  
START HERE >

United States  
Census  
2020

# 2020 Census Job Fairs

## October 22, 2019

- **National Event**
- **Many Job Fairs Across the Nation**
- **Regionally – Major events with Media and many smaller events with Census Job information tables**
- **Recruiting Blitz - Partners will e-blast and use social media**
- **We would like all of you to participate**

20

Shape  
your future  
START HERE >

United States<sup>®</sup>  
**Census  
2020**

# Field Operations

## Where We Need Your Help

- **Let local authorities and the public know field operations have started**
- **Help us recruit for remaining manager positions and peak operations**
  - Difficult areas to recruit for NRFU:
    - Alaska
    - California: Chico, San Francisco Bay Area, Stockton
    - Hawaii
    - Nevada: Northern Area

21 2020CENSUS.GOV

Shape  
your future  
START HERE >

United States<sup>®</sup>  
**Census  
2020**

# Community Partnership Engagement Program

22 2020CENSUS.GOV

Shape  
your future  
START HERE >United States  
Census  
2020

## 2020 Community Partnership and Engagement Program (CPEP)

**CPEP** is the designated name for the 2020 Local Partnership Program

### Purpose

Conduct outreach with diverse communities to increase decennial participation of those who are less likely to respond or are often missed

### Scope

- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard-to-count groups and those who are not motivated to respond to the national campaign

2020CENSUS.GOV

23

Shape  
your future  
START HERE >United States  
Census  
2020

# Leveraging Trusted Voices Throughout All Elements of CPEP Program



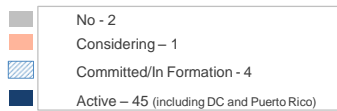
- State Complete Count Commissions (SCCCs)
- Complete Count Committees (CCCs)
- American Indian and Alaska Native (AIAN) Program
- Community/Non-Profit/Social-Service Organizations
- Faith-Based Community Outreach
- Foreign Born and non-English Speaking
- Lesbian, Bisexual, Gay, Questioning/Queer, Transgender Outreach (LBGQT)
- Renters in Rural and Urban Areas
- Children Under 5
- Statistics in School for School Age Children
- Higher Education (Census on Campus)

24 2020CENSUS.GOV

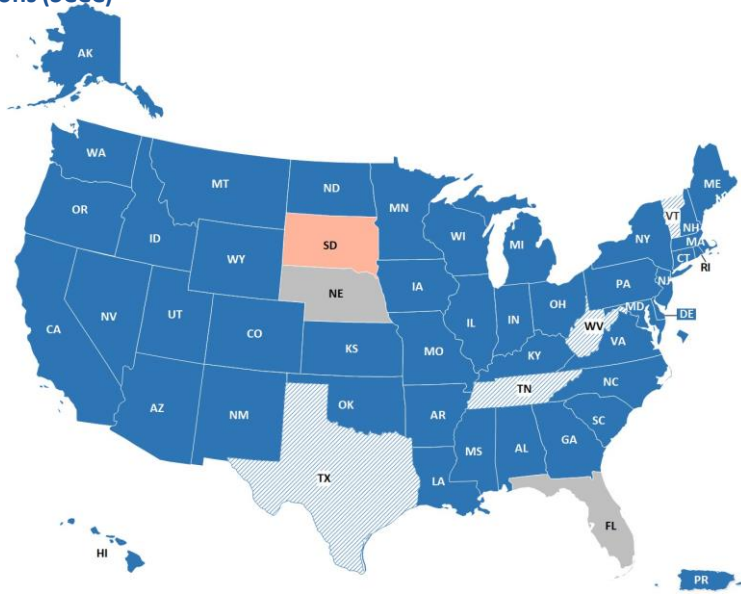
Shape  
your future  
START HERE >

United States  
Census  
2020

## 2020 Census Update State Complete Count Commissions (SCCC)



Source: Weekly Field Division Reports



25  
5

United States  
Census  
2020

## Partnership Program: Staffing by State

State	Current
<b>Alaska</b>	4
<b>California</b>	220
<b>Hawaii</b>	8
<b>Idaho</b>	8
<b>Nevada</b>	21
<b>Oregon</b>	11
<b>Washington</b>	28

Staffing as of October 31, 2019

## Partnership Program: Languages

Languages Spoken by Partnership Staff		
Spanish	Taiwanese	Farsi
Chinese (Mandarin)	Tlingit	Igbo, Yoruba
Tagalog/Visayan/Tausug	German	Russian
Vietnamese	French	Samoan
Korean	Arabic	Portuguese
Japanese	Armenian	Tongan
Cambodian (Khmer)	American Sign Language	English

### San Francisco Bay Area Region 3 Group Quarters and Transitory Locations Workshop

The Los Angeles Regional Census Center in partnership with the State of California will be hosting a GQ/TL Workshop

Adley Kloth, the Los Angeles Regional Census Center Area Manager over Group Quarters and Transitory Locations Enumeration, will be conducting a Bay Area-wide workshop to local stakeholders. This workshop will provide direction on how individuals living in group quarters and transitory locations will be enumerated during the 2020 Census (with special emphasis on how we are counting those experiencing homelessness).

#### Who should attend:

This two-hour workshop is for county and city staff, as well as community agencies that are knowledgeable about the unique challenges faced by individuals experiencing homelessness. Stakeholders who plan to assist the US Census Bureau with identifying group quarters, outdoor locations, transitory locations, and places where the unhoused individuals receive services (Soup Kitchens Mobile Food Vans, Shelters, etc.) should also attend.

DATE: October 8, 2019

There will be two sessions:

Session 1 - 10 am-12pm

Session 2 - 1pm-3pm

Please indicate what session

you would like to attend.

RSVP: October 3, 2019 by noon

#### LOCATION:

San Francisco Federal Building  
90 7th St. (Conference Facility)  
San Francisco, CA 94103

#### CONTACT:

E-mail: [partnershipclerk-larcc@uscensusonmicrosoft.com](mailto:partnershipclerk-larcc@uscensusonmicrosoft.com)

Phone: (213) 314 6230



Shape  
your future  
START HERE >

United States  
Census  
2020

## Group Quarters Road Tour

Shape  
your future  
START HERE >

United States  
Census  
2020

## Statistics in Schools Overview

- September 2019:
  - SIS website launch to include 67 new activities, videos, pre-K song and storybook, maps, facts sheets, FAQs, toolkits
  - Select and activate Ambassadors
  - Digital campaign launches – informed by SIS school prioritization report featuring key hard-to-count communities
- Fall 2019: Administrator kits mailed to schools nationwide
- October 2019: SIS launch event in Memphis, TN



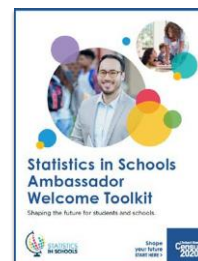
**2020 CENSUS STUDENT ACTIVITY**

**Featured Activity: Exploring Questions for the 2020 Census**

1. In Activity One: Questions Planned for the 2020 Census, read the information on each group's category, identify, and clarify the main idea. In a group, determine why this information is important and how you can use it to help your group prepare for the 2020 Census. Record your answers in the chart below.

Category	Information	Why is this information important?
Age	Percentage of the population aged 65 and over in the group	
Race	Percentage of the population who are Hispanic or Latino	
Marital Status	Percentage of the population who are married or divorced	
Sex	Percentage of the population who are male and female	
Family Type	Percentage of the population who are living with a spouse or partner	

© 2019 U.S. Census Bureau. All rights reserved. Downloaded from the Census Bureau website.



## Resources for Partners

- Several 2020 Census **outreach materials are now available** on [2020census.gov](https://2020census.gov). Find downloadable posters, handouts, toolkits, and other resources that you can share with partners.
- Visit [2020census.gov/partners](https://2020census.gov/partners) and select **Promotional Materials** to view what is available, including in-language materials. Use this page as a resource, as we **continue** to add materials.
- Encourage your network to **sign up for our email list** for the latest news and updates relevant to partners. Completing the **Join Us** form will sign them up for our email list.



30

Shape  
your future  
START HERE >

United States  
Census  
2020

## Partnership Coordinators

Assistant Regional Census Manager	Phone	Email
<b>Luz M. Castillo</b> California & Hawaii	213-234-6267	<a href="mailto:Luz.m.castillo@2020census.gov">Luz.m.castillo@2020census.gov</a>
<b>Michael A. Hall</b> Alaska, Idaho, Nevada, Oregon & Washington	213-314-6206	<a href="mailto:Michael.A.Hal@2020census.gov">Michael.A.Hal@2020census.gov</a>
Partnership Coordinator	Phone	Email
<b>Jeffrey Bacon</b> Idaho and Oregon	323-893-9289	<a href="mailto:Jeffrey.I.bacon@2020census.gov">Jeffrey.I.bacon@2020census.gov</a>
<b>Tim Huang</b> Nevada	702-985-5613	<a href="mailto:tim.m.huang@2020census.gov">tim.m.huang@2020census.gov</a>
<b>Jessica Imotichey</b> Alaska & Hawaii	213-314-6268	<a href="mailto:Jessica.A.Imotichey@2020census.gov">Jessica.A.Imotichey@2020census.gov</a>
<b>Tobi Iverson-Halliday</b> Washington	206-979-8063	<a href="mailto:Tobi.C.Iverson.Halliday@2020census.gov">Tobi.C.Iverson.Halliday@2020census.gov</a>

31 2020CENSUS.GOV

Shape  
your future  
START HERE >

United States  
Census  
2020

# Partnership Coordinators

Partnership Coordinator	Phone	Email
<b>Lia Bolden</b> Northern CA – West	510-935-9886	<a href="mailto:Elaine.Lia.Bolden@2020Census.gov">Elaine.Lia.Bolden@2020Census.gov</a>
<b>Tammie Brown</b> LA County (part)	213-314-6419	<a href="mailto:Tammie.N.Brown@2020census.gov">Tammie.N.Brown@2020census.gov</a>
<b>Amalia De Aztlan</b> San Bernardino, Riverside, Imperial Counties	760-861-4937	<a href="mailto:Amalia.u.deaztlan@2020census.gov">Amalia.u.deaztlan@2020census.gov</a>
<b>Nhi Ho</b> Orange & San Diego Counties	657-364-6902	<a href="mailto:Xuan.Nhi.V.Ho@2020census.gov">Xuan.Nhi.V.Ho@2020census.gov</a>
<b>Jessica Imotichey</b> Tribal & Congressional	213-314-6268	<a href="mailto:Jessica.A.Imotichey@2020census.gov">Jessica.A.Imotichey@2020census.gov</a>
<b>Meredeth Maxwell</b> LA County (part)	213-314-6276	<a href="mailto:Meredeth.D.Maxwell@2020census.gov">Meredeth.D.Maxwell@2020census.gov</a>
<b>Rosa Rendon</b> CA Central Coast & Central Valley	213-314-6259	<a href="mailto:Rosa.Rendon@2020census.gov">Rosa.Rendon@2020census.gov</a>
<b>Brigitte Roberts</b> Northern CA – East	510-761-1150	<a href="mailto:Brigitte.E.Roberts@2020census.gov">Brigitte.E.Roberts@2020census.gov</a>

32 2020CENSUS.GOV

Shape  
your future  
START HERE >United States<sup>®</sup>  
**Census**  
**2020**

# Communications

33 2020CENSUS.GOV

Shape  
your future  
START HERE >United States<sup>®</sup>  
**Census**  
**2020**

## The 2020 Integrated Communication Campaign is Broad in Scope



34

### 2020 Census Update Increasing Awareness



#### Media and Advertising

- Using traditional media (print, TV, radio), as well as digital and social media to tailor messages to specific geographic and demographic groups.
- Real-time response information will allow for rapid adjustments to areas with low response rates.

#### Partnering With Census

- Partners are trusted voices in their community and educate their community and members on the importance of the Census



#### How can I learn more?

- Visit [www.census.gov/partners](https://www.census.gov/partners).
- For the latest updates on the 2020 Census, visit [www.2020census.gov](https://www.2020census.gov).

35

Shape  
your future  
START HERE >

United States  
Census  
2020

## Creative Campaign Overview

- Non English Taglines were released August 2
- Photo library of images will be available in September 2019
- PSA assets will be delivered September through December, including PSA toolkit to enable stakeholders to make own PSAs
- Release creative testing research report December 2019



36

## Paid Media

- 2020 Census Paid Media Campaign was publicly announced to media vendors in April 2019
- Media Plan v2.0 will be final in November 2019



37

# Paid Campaign Phases and Timing

- **October 2018 – December 2019: Early Education Phase**
- **December 2019: Remote Alaska paid advertising launch**
- **January 2020: National paid advertising campaign launch**
- **January 2020 – Mid March 2020: Awareness Phase**
- **Mid March 2020 – Mid May 2020: Motivation Phase**
- **June 2020: Reminder Phase**



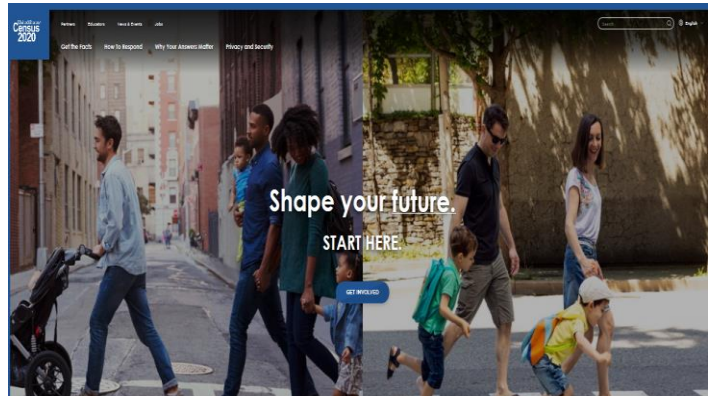
38 2020CENSUS.GOV

Shape  
your future  
START HERE >

United States  
Census  
2020

## Website Content – 2020Census.gov

- **Release 2.0: Late August 2019**
  - Integration with creative campaign
    - Search functionality
    - Updated Partner pages
- **Release 2.1: October 2019**
  - Group quarters/enumeration content added
  - Island areas content added
- **Release 3.0: January 2020**
  - Main interactive site for general public



39

# Thank You

**Brigitte Roberts**

**Partnership Coordinator, Northern California**

U.S. Department of Commerce  
Los Angeles Regional Census Center

40 2020CENSUS.GOV

Shape  
your future  
START HERE >

United States<sup>™</sup>  
**Census  
2020**